

FIG. 1

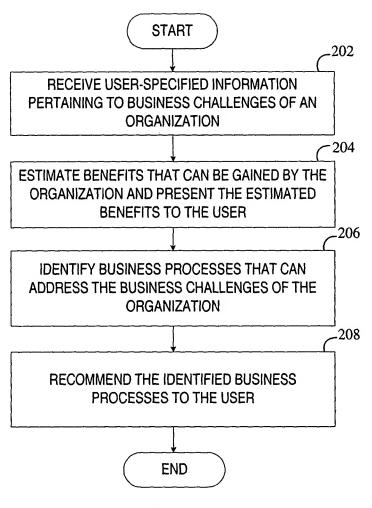


FIG. 2

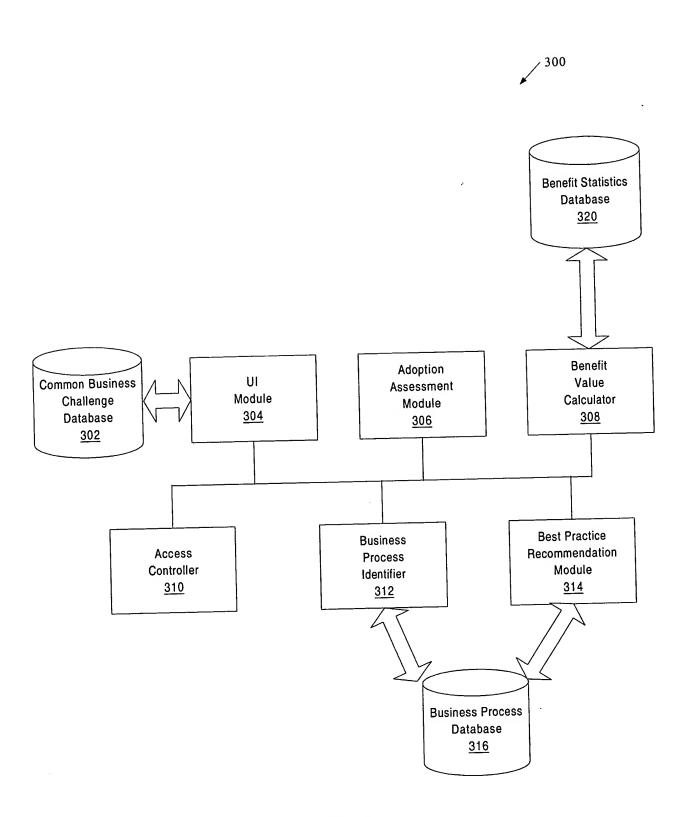
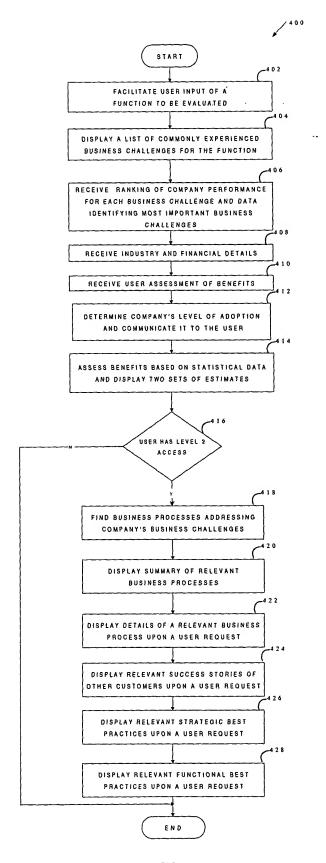


FIG. 3



F1G. 4

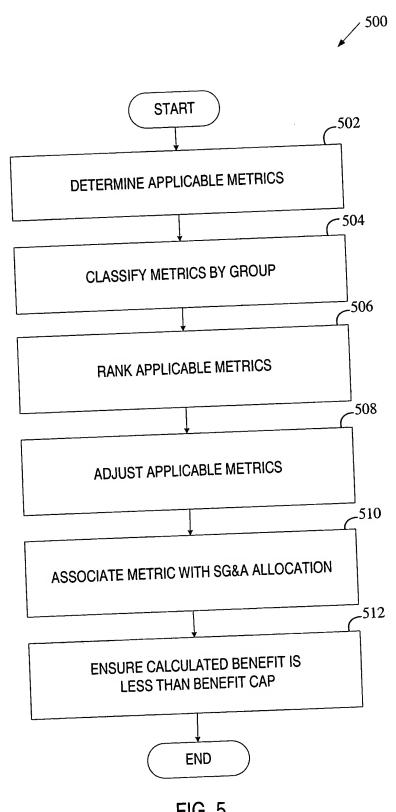


FIG. 5



Choose Function

To begin, choose a function that you would like to evaluate. You may return to assess additional functions, and the latest results of each assessment you complete are saved for later review and updates.

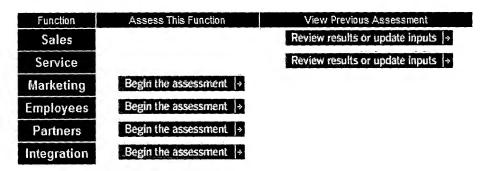
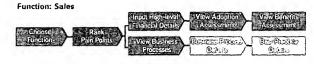


FIG. 6A



Rank Pain Points

Next, please rank the performance of your business for each of the following pain points relating to Sales on a scale of 1 to 4 as follows:

- Poor
 Below Average
 Above Average
 Best in Class

Your overall level of adoption of integrated business processes and related best practices for Sales will be assessed based on your rankings for all pain points listed below.

Also, please identify the three pain points from the list below that are most important to your business. High-level financial and performance benefits will be estimated based on the value of fully adopting integrated business processes and related best practices for the three pain points you choose.

Sales Pain Points	Ranking 1=Poor, 4=Best in Class	Most Important (Three only)
	Save Pain Point Inforr	nation
Optimizing sales team resource allocation and managing territories	©1 O2 O3 O4	Ø
Producing accurate, timely, actionable sales forecasts	@1020304	Ø
Understanding and managing the day-to-day focus of the sales organization	1 02 03 04	Ø
Ensuring that new sales team members learn and contribute quickly	0 1 O2 O3 O4	
Maximizing the overall productivity of the sales organization	1 02 03 04	۵
Qualifying and prioritizing leads	©1 O2 O3 O4	
Routing leads to the appropriate sales team members and ensuring timely follow-up	⊚1 O2 O3 O4	
Ensuring that sales teams fully understand customers' businesses, pain points, strategic and financial priorities, and industries	⊙ 1 O2 O3 O4	0
Maintaining a consistent and effective approach to selling	01020304	
Delivering accurate, high-quality, current sales proposals	⊚1 O2 O3 O4	
Generating accurate, valid quotes consistently based on the latest product, pricing, configuration, and bundling information	@1 02 03 0 4	
Providing sales teams with up-to-date information regarding product availability, order status, and shipping status	@1 O2 O3 O4	
Communicating order information internally and externally for fulfillment	⊙1 O2 O3 O4	
Implementing and maintaining simple, transparent, flexible, and effective sales compensation systems	©1 O2 O3 O4	а
Selling collaboratively over the Web	01020304	
Managing product portfolios and catalogs	@1 O2 O3 O4	0
Establishing and maintaining effective pricing strategies	©1 O2 O3 O4	
	Save Pain Point Infor	mation



Input Industry and High-Level Financial Details

To enable us to quantify the potential financial impact on your business of successfully addressing the pain points you have identified, please input your industry and annual revenue from your most recent fiscal year. Then, accept or modify the dollar values and percent of revenue that we estimate for selling, general, and administrative costs, based on your revenue and industry.

	Step 1	
Select your industry:	Cross Industry Average	Y
	Step 2	
Total annual revenue:	\$ 10,000	
Total annual selling, gene administrative costs:	eral, and \$ 3,600	or 36 % of revenue.
	Submit	

FIG. 7

Benefits Self Assessment

Please input your estimates, in terms of percent improvement, for the benefits that your business can achieve from successfully addressing each of the most important pain points you have identified.

If you have assessed more than one functional area it is important to understand that the benefits self assessment is cumulative in nature and any additional benefit values are incremental to the values previously reported for other functional areas.

	% Increase in Total Annual Revenue	% Decrease in Selling, General, & Administrative Costs	% Increase in Customer Satisfaction	% Increase in Employee Morale
Optimizing sales team resource allocation and managing territories	0 %	0 %	0 %	0 %
Producing accurate, timely, actionable sales forecasts	0 %	0%		
Understanding and managing the day-to-day focus of the sales organization	0 %	0 %		
Sa	ve Financial De	etails and Self-Assess	ment	

FIG. 8



Adoption Assessment

Based on the type and severity of pain points you have identified for Sales, we classify your company as having Substantial Improvement Opportunities.

Level of Adoption	Description
1 - Substantial Improvement Opportunities	Developing and implementing comprehensive Customer, Partner, and Employee Relationship Management strategies can greatly increase competitiveness by addressing critical pain points and generating significant financial returns
2 - Early-Stage Adopter	Building on early successes to impact additional pain points can create competitive advantage
3 - Emerging Leader	Focused achievement of best practices for remaining pain points can solidify industry leadership
4 - Best Practitioner	Maintaining leading-edge business processes and best practices and ensuring consistent and efficient execution can extend competitive advantage over time
	Continue to Benefits Summary

FIG. 9

High-Level Benefits Summary

that you have identified as being most important to your business. Two sets of estimates are provided: one based on the percent improvements The following is an assessment of the impact on high-level financial and performance measures from successfully addressing the Pain Points you just input, and another set of conservative improvements based on our experience with over 3,000 customer implementations.

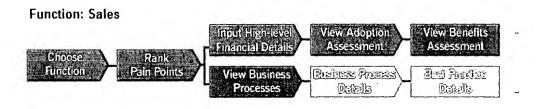
Energy of the contract of the conservative improvements benefits the contract of the contract

Based on Your	Estimated Percent Imp	provements Fr	Based on <u>Your</u> Estimated Percent Improvements From Successfully Addressing Top Pain Points	sing Top Pain		Pain Points	our Lauman. S	200	based of four Estimated February improvements From Duccessing Addressing For Pain Points		5500
		Total Annual Revenue	Total Annual Total Annual Selling. Revenue General, and Administrative Costs ¹	Customer Setisfaction?	Employee Morale ³			Total Annuai Revenue	Total Annual Selling, General, and Administrative Costs	Customer Satisfaction ²	Employee Morale ³
ales	* improvement					Soles	% Improvement				
	Annual Dollar Value					4.5 S.	Annual Dollar Value				
Service	% improvement	15%	20%	10.0%	10 01	Service	% Improvement	10%	3.0%		
1	Annual Dollar Value	\$ 2.5	3.6	See Below	See Below		Annual Bollar Value	5 1.7	\$ 18	Sae Below	See Below
arketing	% improvement	30%	25%	20%	20%	Merkeling	% Improvement	20%	%00	%0.9	
P .	Amust Dollar Value	5.0	2	See Below	Š		Annual Bollar Value	5 3.3	\$	See Below	v See Below
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100	Armusi Dollar Value						Annual Collar Value				
artners	% Improvement					Partners	шашаюмың ж				
	Anthual Dollar Value					The state of the s	Annual Dollar Value				
DOROTOLOGO	% Improvement	%00	4.0%	%00	%00	megration	% Improvement	%00	3.0%	%0°0	9600
	Annual Dollar Value	_ اح	\$ 24	See Below	See Below	年 1	Annual Collar Value	-	\$ 1.8	See Below	r See Below
lato	% Improvement	769 7	11.5%	15 0%	12.0%	Total Park Line	% encyclement	3.0%	%0.9	13.0%	%0 OL
ALC: NO.	Annual Dollar Vator	\$ 75	S	Ser	ő	16 July 21 Com	Annual Dollar Value	5 50	\$ 36	Sae Below	v See Below
Umanad Ad	ditional Revenue and C	ost Benefits fro	Edinased Additional Revanue and Coat Benefits from Direct Customer Satutaction and Employee Morale Benefits Listed Above 13	isfaction and Emp	doyee Morele	Benefits Listed Abo	13 000				
Total	% Improvement 23	3.0%	800			Total Customer	Total Customer % Improvement	2.6%	0.0%		
atisfaction	Annual Daller Value	9 90					Annual Dollar Value	\$ 43	s		
lotel	* Improvement 1.3	0.0%	1.5%			Total Employee	% Improvement 2.3	40.0	1.3%		
torale	Annual Dollar Value	_	5.0				Annual Dollar Value	-	80	Too.	
fotal	Annual Dallar Value	\$	\$ 0.8			Total	Annual Dellar Value	\$ 43	\$0.0		
stimated For	Estimated Total Revenue and Cost Banefits to your Organization	waste to your	Organization								
lotal	Armusi Dollar Value	\$ 12.5 \$	8.7			Total Financial	Annual Boltar Value	\$ 9.3	5.4		
Financial						Senelit	*				

Inprovement Percentages and Savings Estimates assume that Selling, General, and Administrative Costs are composed as follows: Selling Costs (35%),

Marketing Costs (15%), Service Costs (25%), IT Costs (5%), Other Costs (20%)

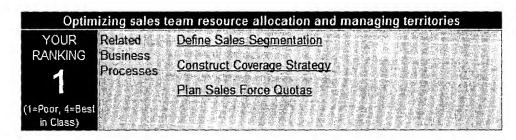
² Although no Revenue benefits have been included in "Drect" estimates for improvements in Customer Satisfaction, we have generally noted an additional 1-3% increase in total revenue for each 10% increase in Customer Satisfaction levels. This revenue increase is itemized separately in the "Estimated Additional Revenue and Cost Benefits" section of the High-Level Benefits Summary ³ Although no Cost benefits have been included in "Direct" estimates above for improvements in Employee Morale, we have generally noted an additional 0.5-2% decrease in total Selling, General, and Administrative Expenses for each 10% increase in Employee Morale levels. This cost decrease is itemized separately in he "Estimated Additional Revenue and Cost Benefits" section of the High-Level Benefits Summary



Summary of Related Business Processes

To begin developing a strategy for addressing the pain points you have identified, drill down on the related business processes below. Each business process includes detailed information to help you better understand how this business process could benefit your company:

- Business process description
- Performance metrics to measure and evaluate process effectiveness
- Best practices designed to ensure your success
- Success stories of customers who have successfully addressed similar pain points



	Producing	accurate, timely, actionable sales forecasts
YOUR RANKING	Related Business Processes	Define and Revise Methodology Create Sales Forecast Register Opportunity
(1=Poor, 4=Bes in Class)		

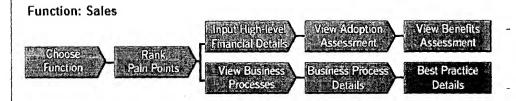


Business Process Details

See details below to understand how to measure performance for this business process, view a list of relevant products, and access Suceas Stories of other companies using to perform similar processes. Also link below to access strategic best practices key to the overall success of this process, along with best practice functionality that offers to ensure your success.

Celline Sales Settmentation

Define Sales Segmentation
The Define Sales Segmentation business process helps companies create
reliable atreams of revenue for the markets they serve by imperienting structured segmentation methodologies. The account manager starts by
collecting information to group the company's customers by common
characteristics. The main crateria that are used to segment accounts are:
company size (annual revenue or number of employees), potential sales,
geography, and product or service type. The account manager then analyzes those attributes to segment the accounts in the market. The segmentation mod-
typically looks like a pyramid with three ters: Enterprise, Mid-Market and leass
Market. As you move up the pyramid, the number of customers decreases, but
the revenue per account increases. Using this segmentation, sales roles are
defined and mapped to the customer segments. Then, the territory manager is
able to assign sales representatives to accounts. This business process helps an organization:
. Focus sales resources on the accounts with the highest potential.
 Allocate resources logically and systematically.
 Make sure that all accounts are being served appropriately.
The following metrics measure the in-process performance of this business process.
flumber of accounts per segment. This interim metric helps to ensure that the defined sales segments can be covered with a balanced set of resources.
Average company size in each segment. This metric examines company size, measured by the company's annual revenues. This helps to determine how the
segments should be covered.
The following metrics measure the result or outcome of this business process
Revenue per segment. This metric evaluates the effectiveness of the
segmentation strategy, shows which segments are the most important to the
Company and supports analysis of market share and growth
Profit per segment. This metric helps determine which segments the company
can serve most profitably. Generally only profitable segments should be targeted for sales and marketing resources, unless the company is entering a
new market.
Revenue per account. This metric tracks the performance of individual
accounts within each against, to allow comparison and help ensure the validity of the accmentation strategy.
Absort of the sechnolitzing spersity.
Accounts per segment, This metric tracks the number of accounts included in
each segment, to help ensure the relevance of individual segments and the
overall validity of the segmentation strategy
The following products facilitate the adoption of this business process
and related best practices.
Sales or Talesales
Other or remeated
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Strategic Best Practice Details

Strategic best practices are key to the overall success of a business process. Key success factors describe people, process, and general technology considerations for implementing each strategic best practice successfully.

Implement a consistent sales methodology to optimize, coordinate, and manage selling efforts

Detailed Description

Effective sales methodologies provide a common framework for sales execution considering such factors as overall corporate strategy, selling strategy and organization, products, target customers, and competitive dynamics. Sales methodologies define the sales process and provide a common language for assessing deal status, including such factors as timing and likelihood of closure. Sales methodologies also help optimize selling tactics and focus effort for particular accounts and opportunities.

Standard sales methodologies improve sales efficiency and productivity by ensuring the consistent application of optimal selling approaches, improving communication and collaboration among distributed sales teams, and providing a consistent foundation for managing complex and distributed sales organizations.

Factors

- Key Success Sales management must define an appropriate sales methodology in light of internal and external needs and requirements
 - · Sales management must drive adoption of the sales methodology by communicating its value to sales reps in their own terms, ensuring that well respected sales rep "floor leaders" champion adoption, providing coaching and training, and measuring and rewarding adherence and adoption
 - Information systems must consistently support the implementation of the chosen sales methodology throughout the organization
 - Information systems must provide role-specific selling assistance to individuals based on their role within the sales team
 - Information systems must support the real-time aggregation and analysis of key deal status indicators defined by the sales methodology across such variables as sales periods, accounts, sales reps, sales stages, products, and regions
 - Information systems must track key indicators of usage and adoption of the sales methodology by individual sales reps
 - Sales management must adopt the sales methodology into its own processes, such as pipeline management and forecasting

Return to Business Process





Best Practice Functionality Details

Understand how our industry-leading applications facilitate and support the optimal execution of each Business Process through pre-packaged, "digital" best practices.

ESP-Based Named Account Selling

Detailed Description

The Enterprise Selling Process (ESP) is a structured methodology for sales, sales support and marketing teams responsible for penetrating, covering and growing their largest accounts. The ESP Methodology includes the following

- Account segmentation to ensure that the account team identifies and sells across multiple units of the account.
- Planning and strategy development to win new business and use partner and customer relationships.
- Creating action plans to measure and monitor progress against the account plan in order to assure continuous opportunity development and relationship management.

